

World Archery Annual Report 2022



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methodology

This report contains data pulled from all content in 2022 on Facebook, Instagram, Twitter and YouTube

Growth data was pulled where possible, however Twitter and YouTube growth are unavailable retroactively

Engagements on certain platforms are defined as below:

Facebook = reactions, comments, shares

Instagram = likes, comments

Twitter = retweets, replies, likes

YouTube = likes, comments, shares

Followers = YouTube subscribers, Facebook, Instagram & Twitter followers

Video Views = video views (Facebook, Instagram, YouTube); excludes Twitter video views and Instagram Reels

Data was analysed by the 5 Continental Associations

1. **Africa**
2. **Americas**
3. **Asia**
4. **Europe**
5. **Oceania**

National Federations were placed into 5 groups, based on the number of athletes at the 2021 World Archery Championships

- **Group A:** 11-12 Athletes (13 NFs)
- **Group B:** 7-10 Athletes (11 NFs)
- **Group C:** 3-6 Athletes (14 NFs)
- **Group D:** 1-2 Athletes (15 NFs)
- **Group E:** No Athletes (169 NFs)

headlines

Facebook accounts for 57% of total fans

Facebook has **510.2k** fans – followed by Instagram, accounting for **23%** of fans (**205.2k**).

Instagram delivers 51% of all social media engagements

United States had the highest average engagements per post (**983**), followed by Turkey (**722**) and France (**470**)

United States have 35% of total National Federation fans

United States have **313.5k** total fans across all social media platforms, **4.9x** more than the next best NF, France (**64.4k**)

TikTok is the fastest-growing platform for National Federations

+100% increase in users from 2020 to 2022

Facebook generates 60% of all video views

Delivering **2.9m** video views

South Korea rank #1 on YouTube

With **553.9k** video views, **40%** more than the next best NF, United States (**386.2k**)

executive summary

53.6k

new fans

across all National Federation social media channels taking the total to **899.7k**

1.8m

engagements

and **4.9m** video views generated from **17.8k** posts

929.8k

total engagements on Instagram

And an average of **237.4** engagements per post from **3.9k** posts

403.1k

total fans in the Americas

Generated **2.5m** video views and **548.3k** engagements across **3.8k** posts

170.3k

engagements

Generated by athletes in Group E, of which Iran amassed **20%** - a top 10 ranked National Federation

performance

platform breakdown

- **52%** of posts came from Facebook, which generated **60%** of video views (**2.9m**) and **46%** of total engagements (**841.8k**)
- **3.9k** posts on Instagram accounted for **51%** of engagements (**929.8k**)
- **670** videos were posted on YouTube, which amassed **1.7m** video views (**34%** of the total)

National Federation / Continental Association breakdown

- United States of America has the largest audience (**313.5k**), **4.9x** higher than the next best National Federation, France (**64.4k**)
- On Facebook, the Americas generated a cumulative **2.0m** video views while Europe amassed **477.9k** engagements – more than any other continental association
- The United States of America accounts for **34%** of total followers (**174.7k**), **66%** of total video views (**2.0m**) and **20%** of total engagements (**170.1k**) on Facebook, making it the top performing National Federation
- South Korea is ranked 1st among the National Federations in total followers (**34.0k**), posts (**175**), engagements (**18.4k**) and video views (**553.9k**) for YouTube









recommendations

recommendations	
Facebook	<ul style="list-style-type: none">• Consider sharing more behind-the-scenes to connect with more fans• Feature athletes more – create more content that showcases athletes and allows fans to get ‘closer’ to them.• Consider using the collaborate feature on Facebook (similar Instagram feature) - will open your content up to new audiences and maximise reach.
Instagram	<ul style="list-style-type: none">• Behind the scenes content of athletes can help to boost engagement from your audience, helping to create a deeper connection with their favourite athlete and with archery.• Share more of this content by featuring/reposting athletes content (with their permission) on your feed – additionally raising athletes’ profiles, and build relationships with athletes.
Twitter	<ul style="list-style-type: none">• Share more live event coverage on Twitter – use it as a news aggregator for all results, key moments, and information. Content can be text, images, videos or graphics. Connect to emotive moments to drive engagements.• Tag featuring athletes – opportunities to build relationships and have content shared to new/wider audiences.• Consider posting more funny/meme content especially around popular athletes to increase engagement.
YouTube	<ul style="list-style-type: none">• YouTube Shorts experienced a surge in popularity in 2022, resulting in mass video views and growth. Shorts continued to generate growth months beyond the original post date• Incorporate YouTube shorts videos to generate community engagement and audience growth

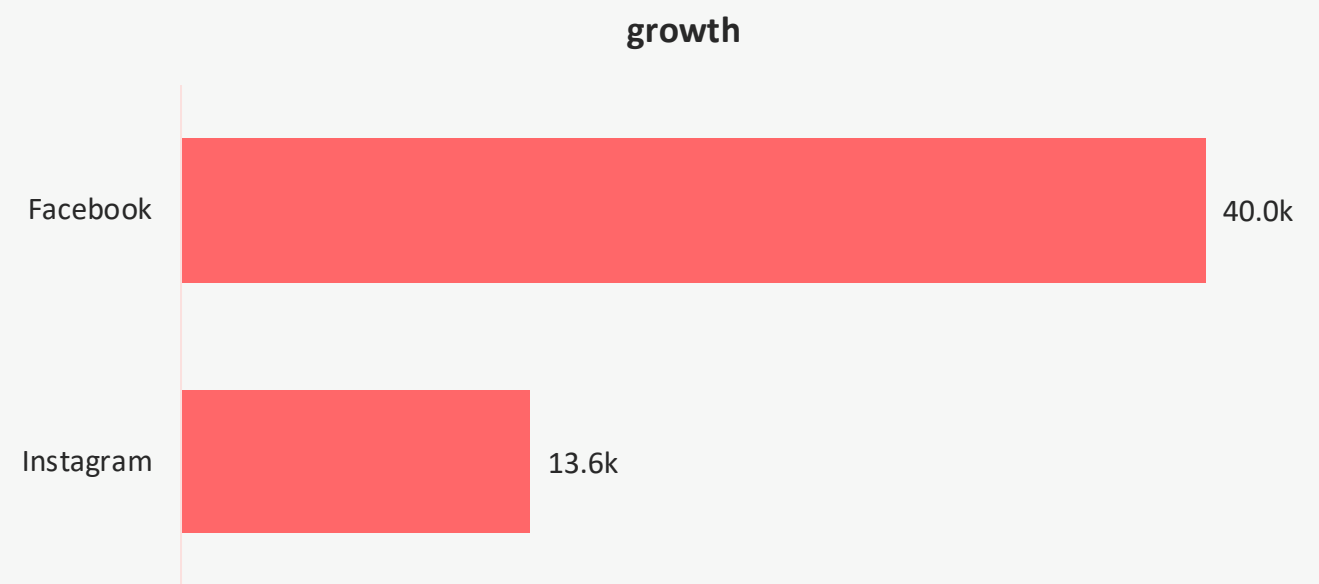
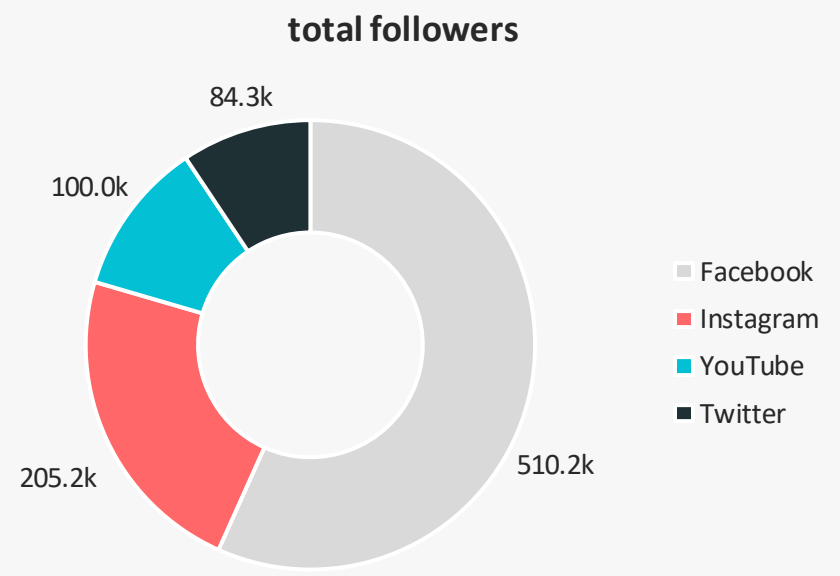
overall



topline numbers

	 total fans	 growth	 growth rate	 posts	 video views	 engagements	 engagements (per post)
National Federations	899.7k	53.6k	8.1%	17.8k	4.9m	1.8m	103.1
 world archery	1.9m	184.7k	10.8%	2.7k	2.8m	83.7m	1,030.9

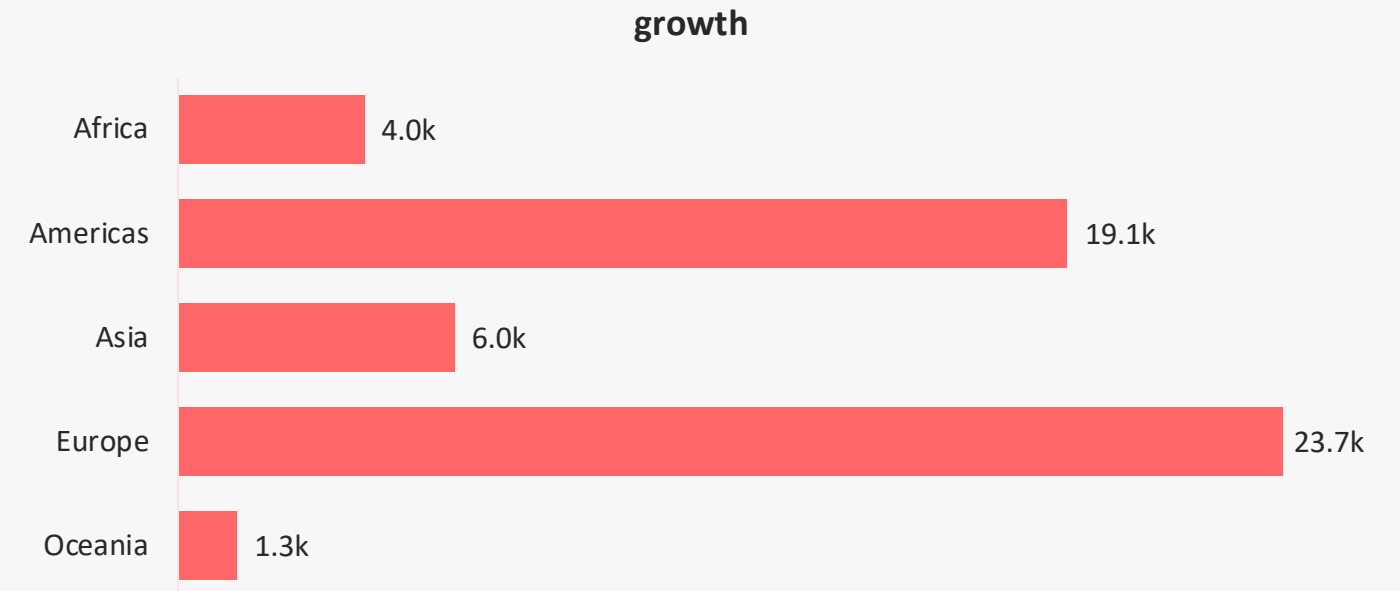
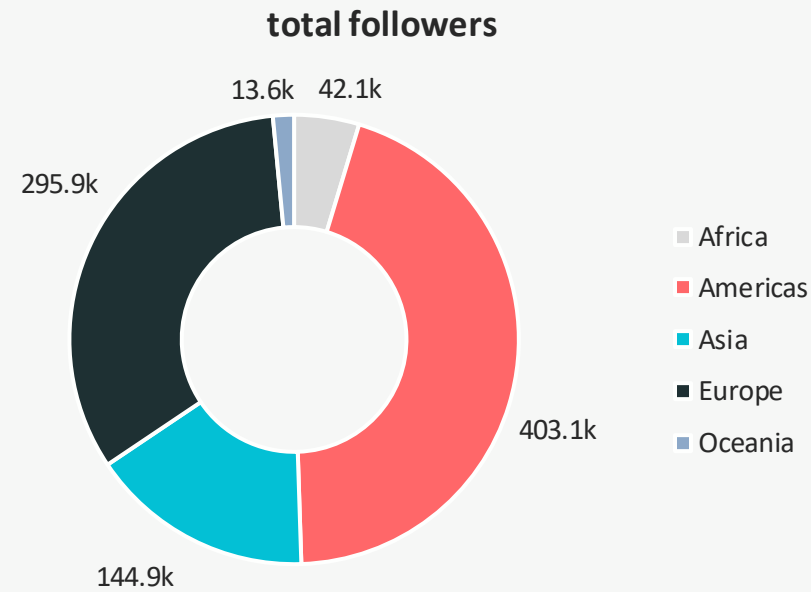
platform breakdown










	total fans	growth	growth rate	posts	video views	engagements	engagements (per post)
Facebook	510,242	39,955	8.5%	9,309	2,946,939	841,764	90.4
Instagram	205,199	13,643	7.1%	3,916	317,717	929,820	237.4
Twitter	84,268	-	-	3,920	-	31,491	8.0
YouTube	100,017	-	-	670	1,680,832	33,315	49.7

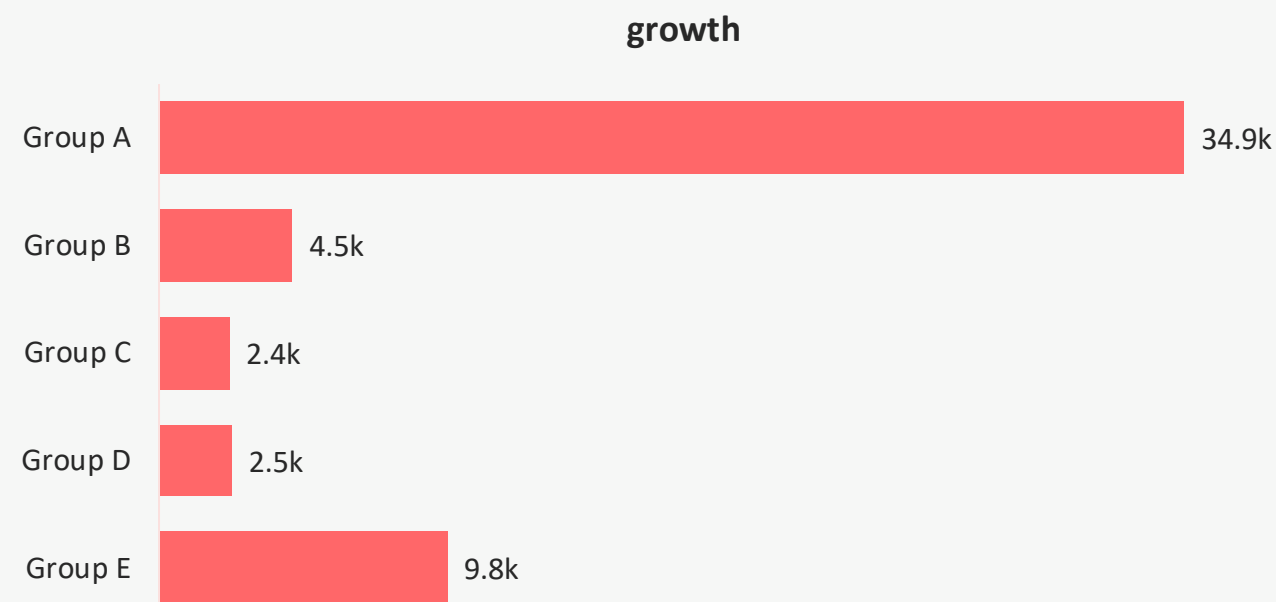
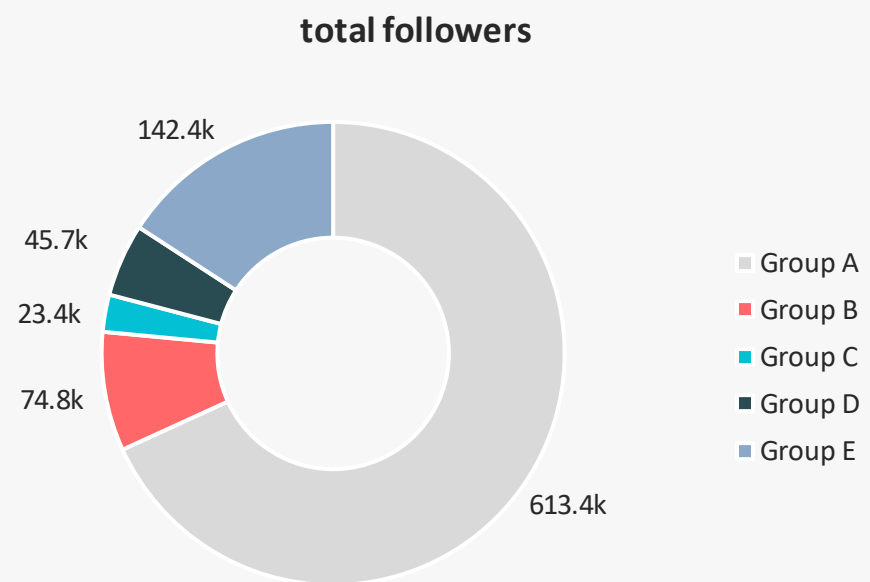
Twitter and YouTube growth unavailable retroactively








Continental Association breakdown



	 total fans	 growth	 growth rate	 posts	 video views	 engagements	 engagements (per post)
Africa	42,096	4,015	17.3%	641	9,339	11,604	18.1
Americas	403,131	19,108	8.1%	3,818	2,509,133	548,341	143.6
Asia	144,931	5,954	6.1%	3,106	707,630	302,815	97.5
Europe	295,937	23,739	9.2%	9,803	1,719,386	949,272	96.8
Oceania	13,631	1,290	12.4%	447	0	24,358	54.5

athlete group breakdown




	 total fans	 growth	 growth rate	 posts	 video views	 engagements	 engagements (per post)
Group A	613,416	34,875	10.4%	7,920	4,537,329	1,389,270	175.4
Group B	74,824	4,546	9.0%	3,243	162,801	134,525	41.5
Group C	23,358	2,396	13.1%	882	36,793	42,715	48.4
Group D	45,686	2,482	6.9%	2,713	78,189	99,582	36.7
Group E	142,442	9,807	8.9%	3,057	130,376	170,298	55.7











top 10 National Federations

National Federation	total size
 United States of America	313.5k
 France	64.4k
 Great Britain & Northern Ireland	56.3k
 Italy	50.1k
 South Korea	44.1k
 Turkey	32.6k
 Germany	27.7k
 Spain	18.8k
 Tunisia	15.4k
 Colombia	14.3k

National Federation	posts
 Germany	1.6k
 Italy	1.4k
 France	1.2k
 Spain	1.0k
 Great Britain & Northern Ireland	1.0k
 Canada	884
 Turkey	719
 Chile	633
 United States of America	590
 South Korea	586

top 10 National Federations








National Federation	engagements
 United States of America	370.3k
 France	291.1k
 Germany	182.0k
 Italy	164.5k
 Turkey	143.9k
 Great Britain & Northern Ireland	136.9k
 South Korea	47.2k
 Colombia	35.3k
 Chile	34.9k
 Iran	33.5k

National Federation	video views
 United States of America	2.4m
 South Korea	565.0k
 France	545.7k
 Italy	381.7k
 Great Britain & Northern Ireland	322.5k
 Russian Federation	179.7k
 Spain	113.1k
 Germany	76.5k
 Iran	54.0k
 Turkey	34.0k

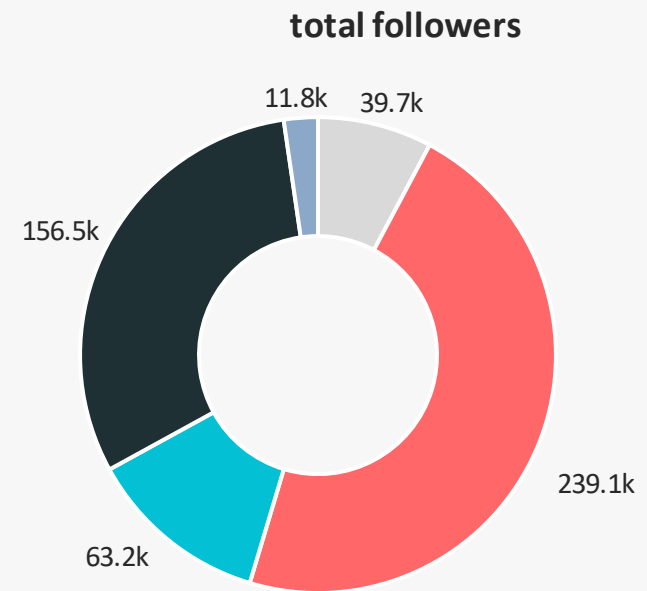


Facebook

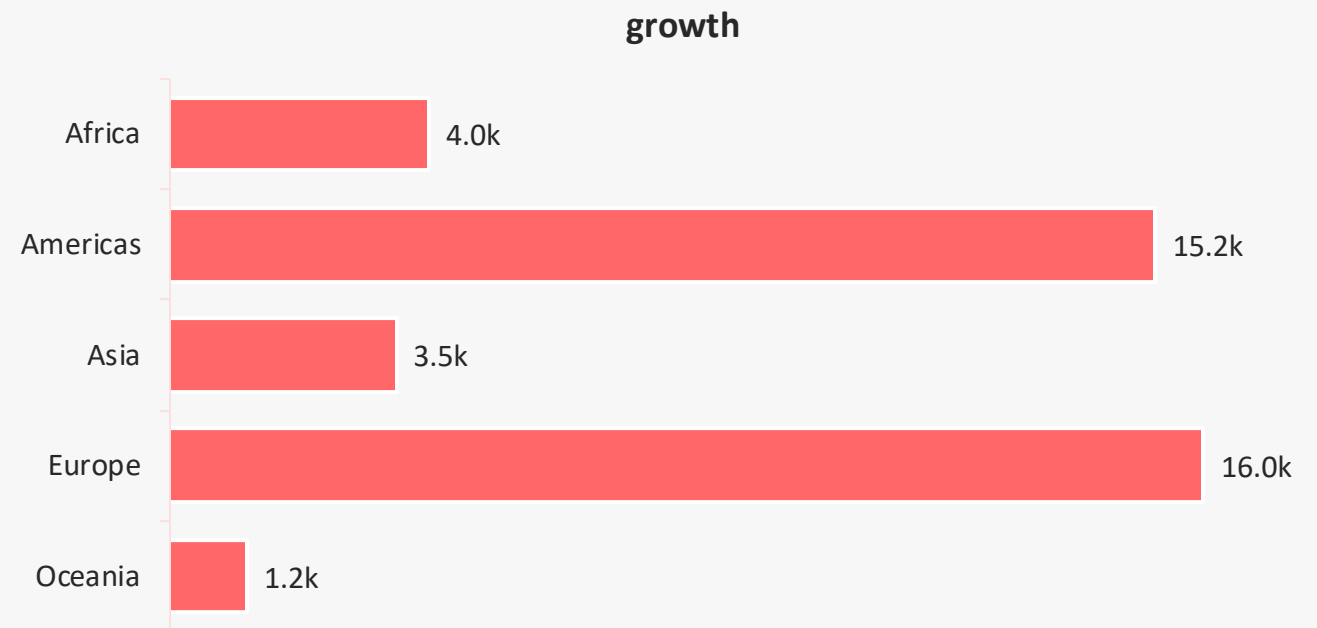
topline numbers

						
total fans	growth	growth rate	posts	video views	engagements	engagements (per post)
510.2k	40.0k	8.5%	9.3k	2.9m	841.8k	90.4

Continental Association breakdown



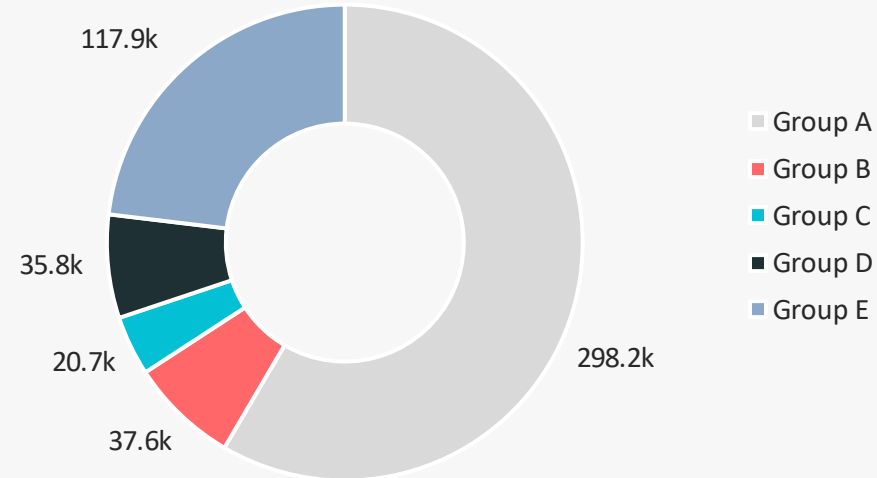
- Africa
- Americas
- Asia
- Europe
- Oceania



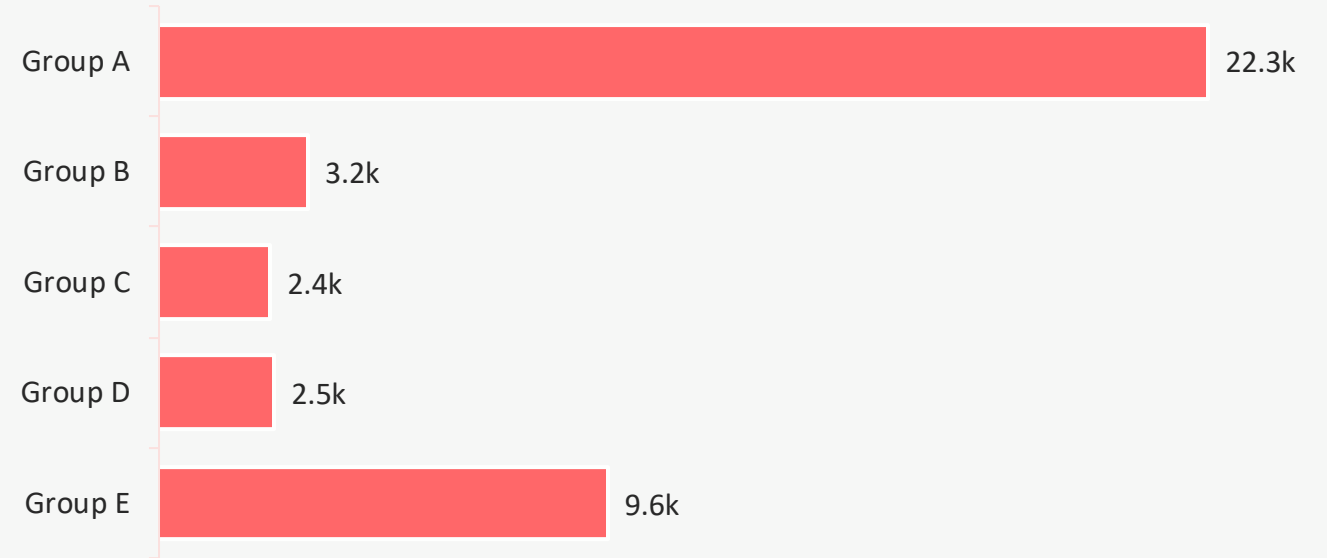
	total fans	growth	growth rate	posts	video views	engagements	engagements (per post)
Africa	39,707	4,015	11.2%	345	9,339	10,923	31.7
Americas	239,059	15,238	6.8%	1,914	2,013,646	252,487	131.9
Asia	63,186	3,512	5.9%	1,649	51,184	77,991	47.3
Europe	156,511	15,986	11.4%	5,128	872,770	477,916	93.2
Oceania	11,779	1,204	11.4%	273	0	22,447	82.2








athlete group breakdown

total followers


















growth









	 total fans	 growth	 growth rate	 posts	 video views	 engagements	 engagements (per post)
Group A	298,215	22,322	8.1%	3,798	2,791,168	604,443	159.1
Group B	37,626	3,195	9.3%	1,117	33,116	56,222	50.3
Group C	20,685	2,396	13.1%	781	30,153	33,109	42.4
Group D	35,833	2,482	7.4%	1,591	34,042	56,379	35.4
Group E	117,883	9,560	8.8%	2,022	58,460	91,611	45.3











top 10 National Federations

National Federation	total followers
 United States of America	174.7k
 France	30.9k
 Italy	25.8k
 Great Britain & Northern Ireland	22.1k
 Tunisia	15.4k
 Germany	12.5k
 South Korea	9.0k
 Namibia	8.4k
 Turkey	8.3k
 Australia	8.1k

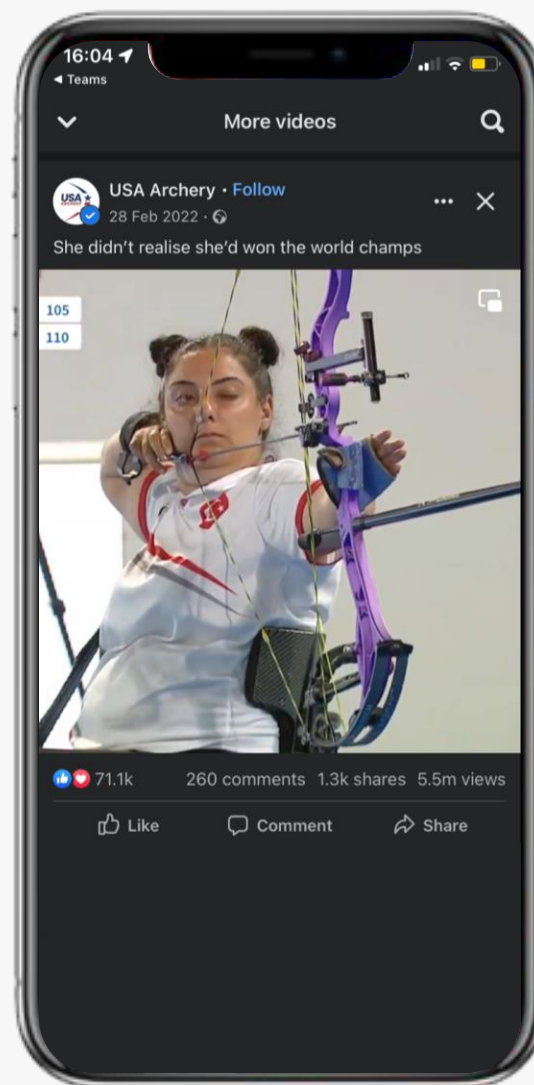
National Federation	growth
 United States of America	9.2k
 Italy	4.8k
 Great Britain & Northern Ireland	2.5k
 France	2.5k
 Tunisia	2.3k
 Germany	1.5k
 Puerto Rico	1.4k
 Argentina	908
 Mexico	824
 Canada	815

top 10 National Federations

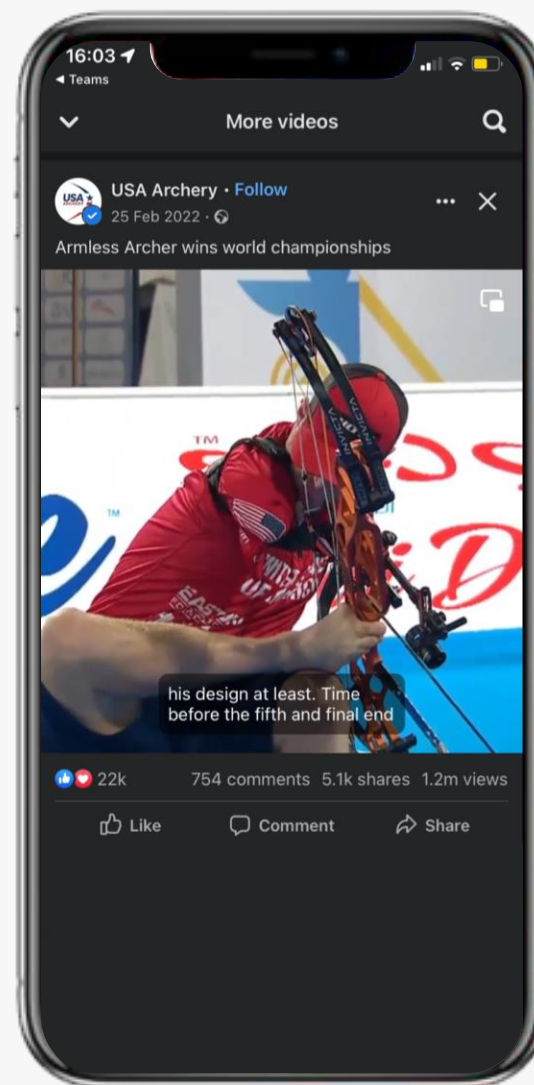
National Federation	engagements
 United States of America	170.1k
 France	131.9k
 Great Britain & Northern Ireland	102.0k
 Italy	79.2k
 Germany	52.9k
 South Korea	28.8k
 Australia	20.7k
 Argentina	18.6k
 Japan	18.5k
 Sweden	18.5k

National Federation	video views
 United States of America	2.0m
 France	344.8k
 Great Britain & Northern Ireland	240.9k
 Italy	181.4k
 Germany	49.2k
 Puerto Rico	27.3k
 Argentina	17.2k
 Sweden	15.1k
 Japan	12.5k
 South Korea	11.1k

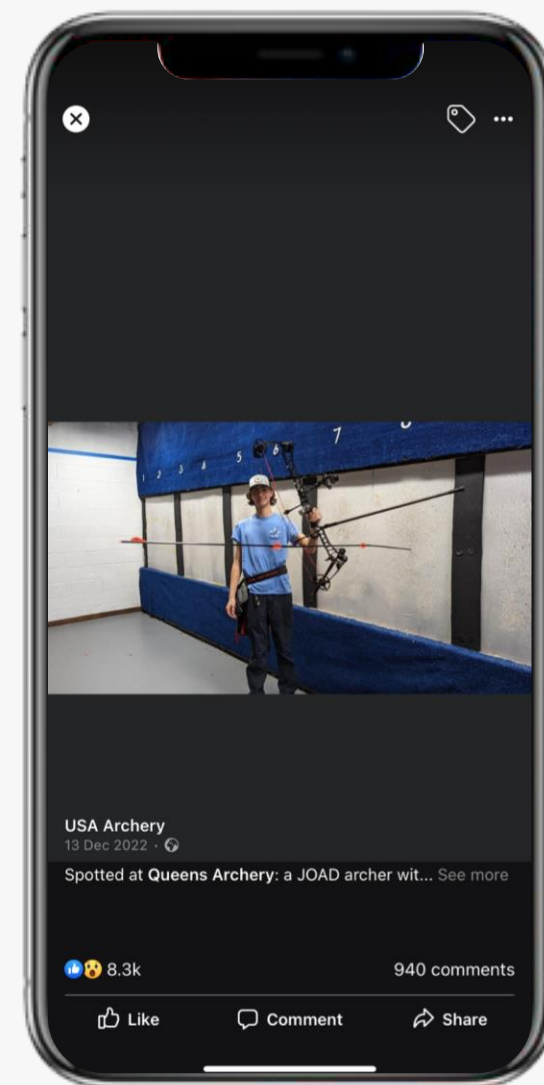
best performing posts (by engagements)



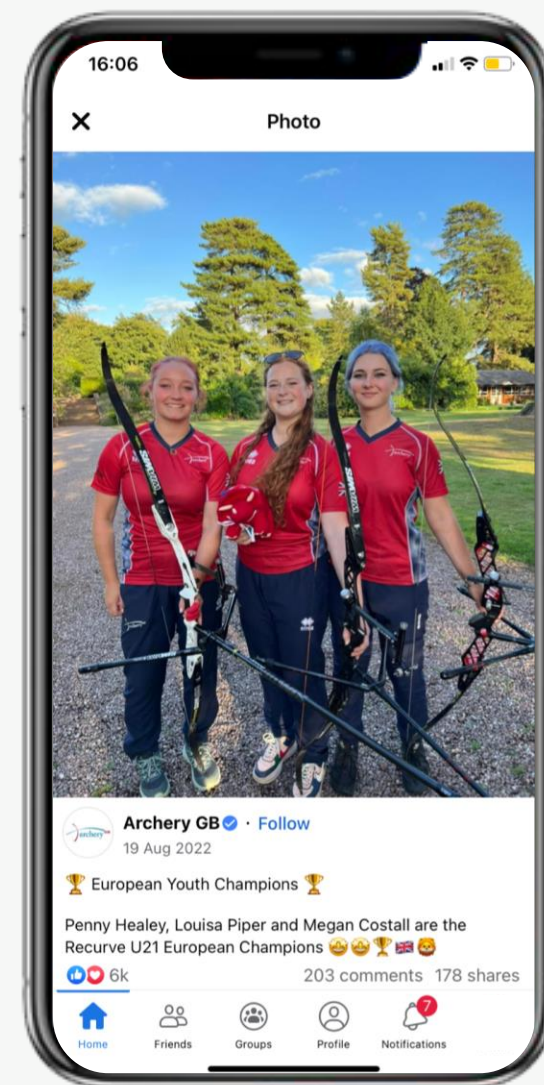
72.8k
Engagements
United States
of America



27.9k
Engagements
United States
of America

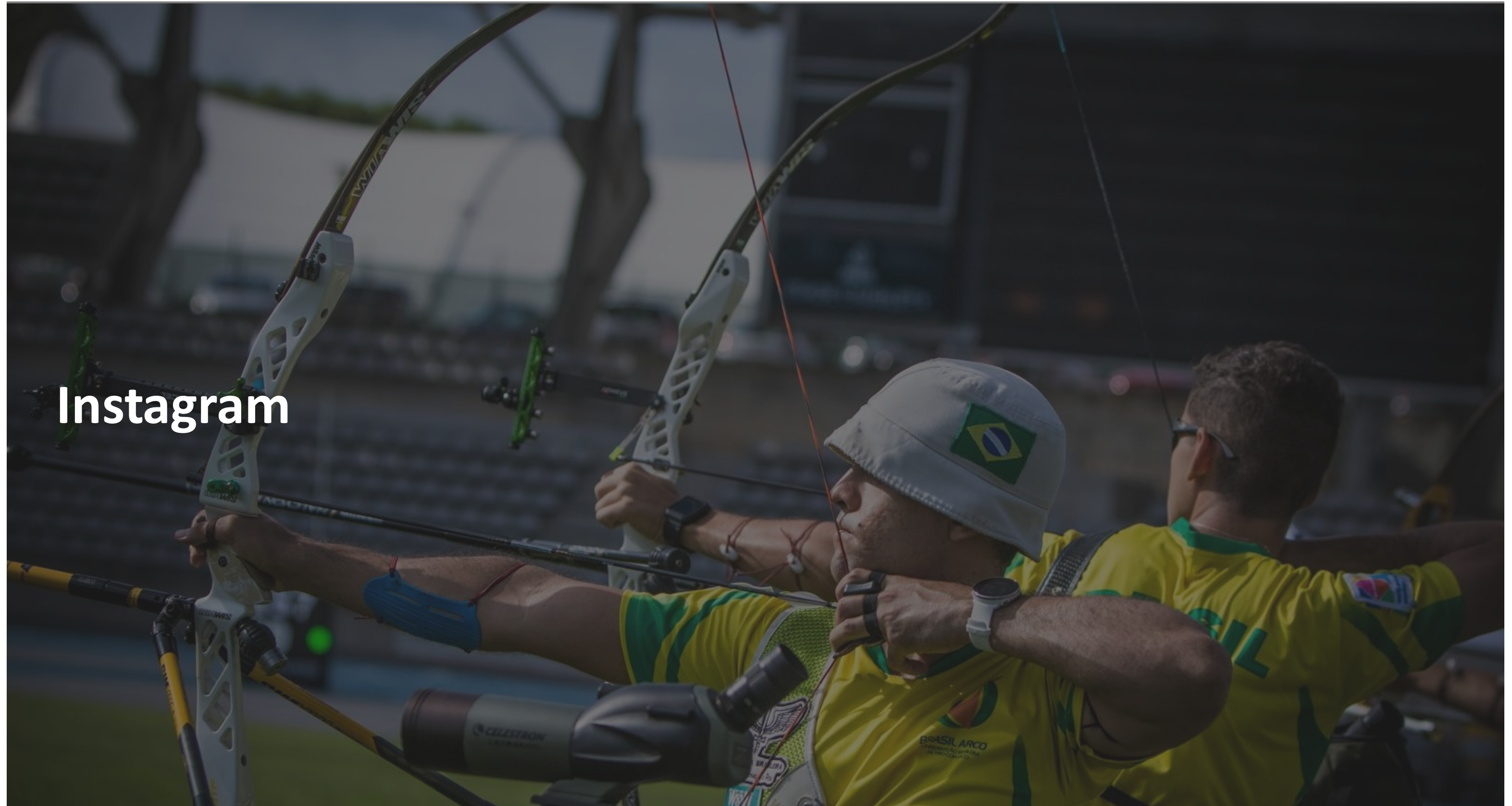


10.8k
Engagements
United States
of America










72.8k
Engagements
Great Britain &
Northern Ireland

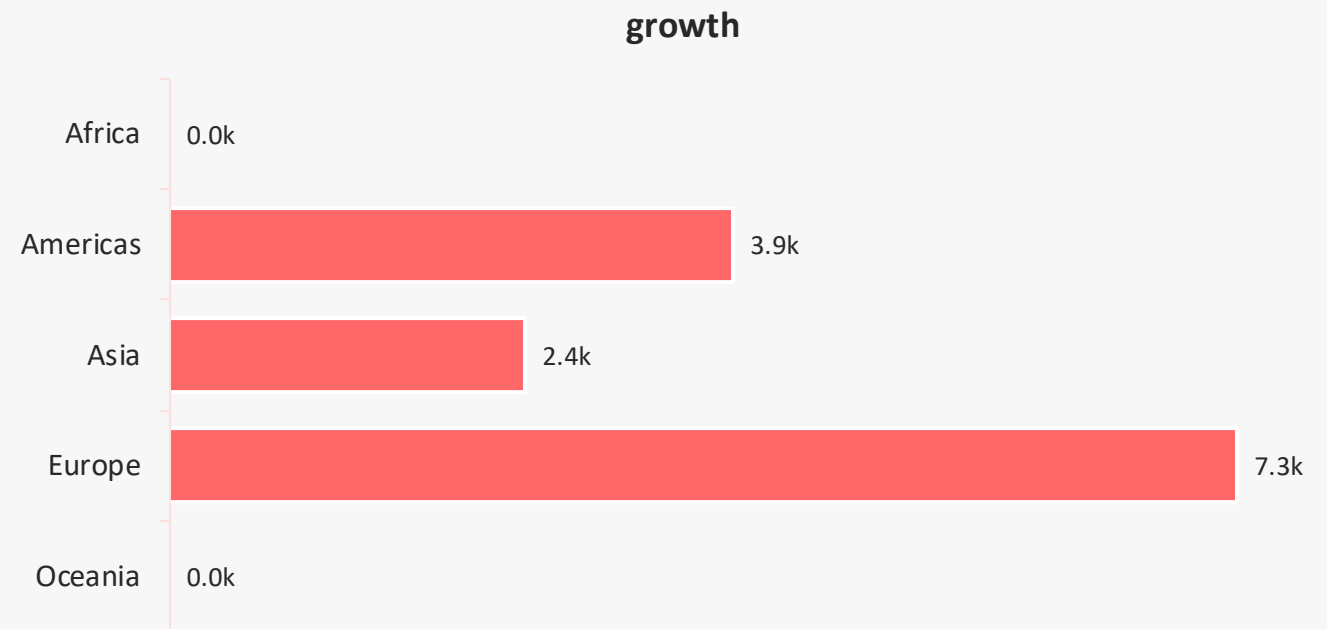
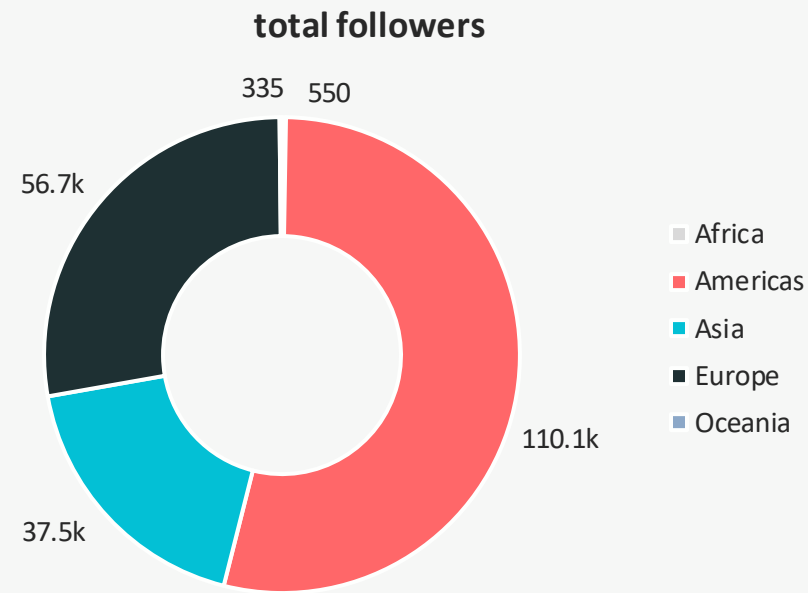
Instagram










topline numbers

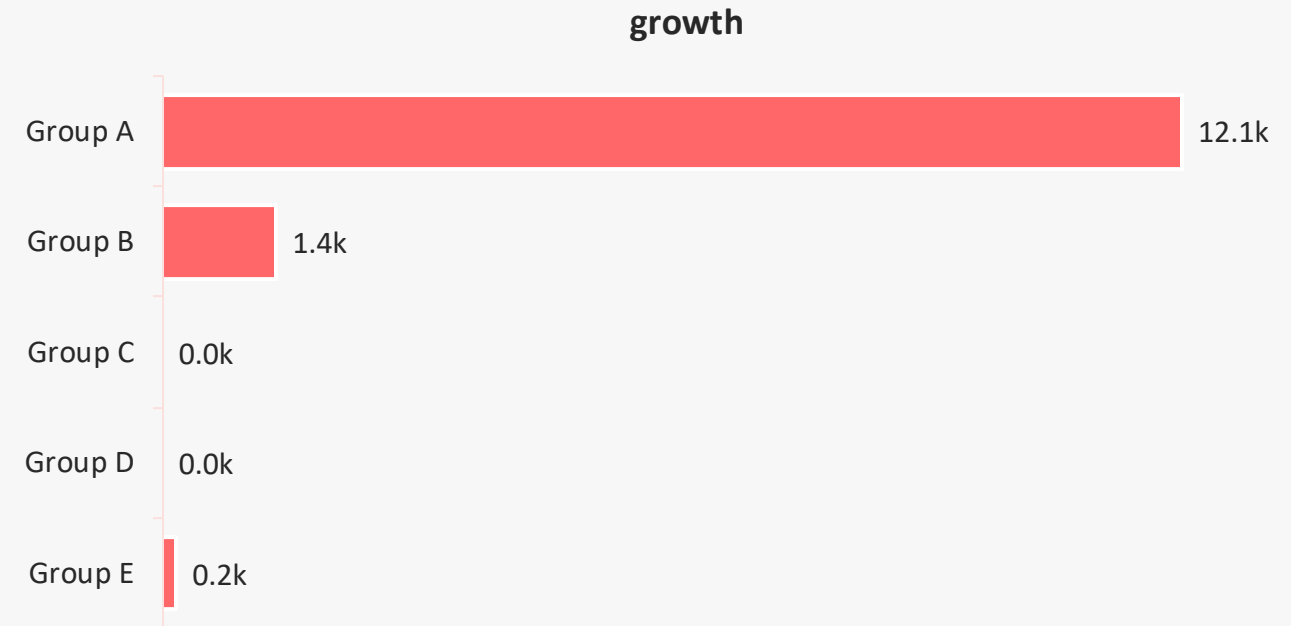
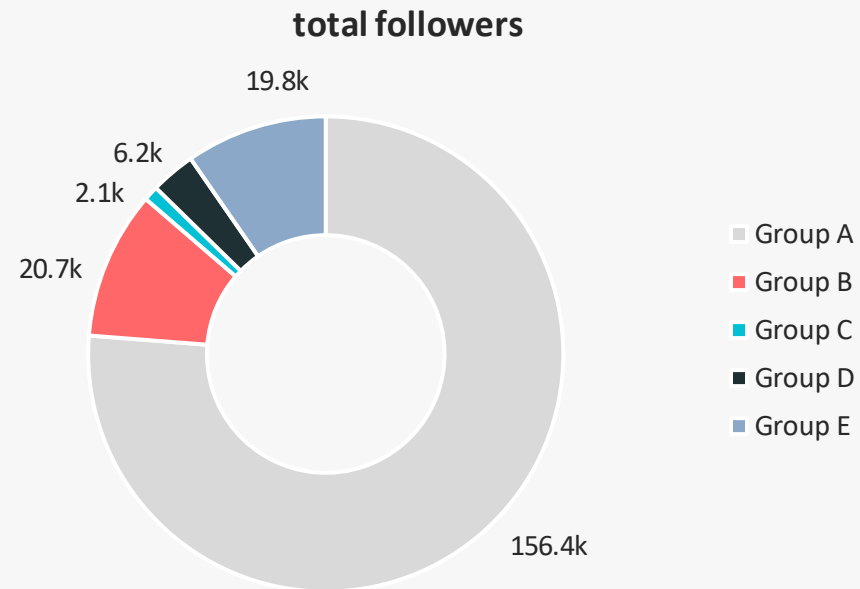
						
total fans	growth	growth rate	posts	video views	engagements	engagements (per post)
205.2k	13.6k	7.1%	3.9k	317.7k	929.8k	237.4








Continental Association breakdown



	 total fans	 growth	 growth rate	 posts	 video views	 engagements	 engagements (per post)
Africa	550	0	0.0%	41	0	298	7.3
Americas	110,138	3,870	3.6%	1,307	109,267	291,360	222.9
Asia	37,507	2,442	7.0%	910	85,910	203,032	223.1
Europe	56,669	7,331	14.9%	1,658	122,540	435,130	262.4
Oceania	335	0	0.0%	0	0	0	-











athlete group breakdown












	 total fans	 growth	 growth rate	 posts	 video views	 engagements	 engagements (per post)
Group A	156,441	12,131	8.4%	1,771	212,747	736,923	416.1
Group B	20,678	1,351	7.0%	647	18,602	65,195	100.8
Group C	2,072	0	0.0%	94	0	9,513	101.2
Group D	6,244	0	0.0%	721	14,452	41,773	57.9
Group E	19,764	161	0.8%	683	71,916	76,416	111.9











top 10 National Federations

National Federation	total followers
 United States of America	91.1k
 Turkey	16.7k
 Great Britain & Northern Ireland	12.3k
 Germany	11.5k
 Italy	10.6k
 France	9.7k
 Saudi Arabia	7.1k
 Colombia	5.4k
 Iran	5.0k
 Canada	3.6k

National Federation	growth
 United States of America	3.1k
 Turkey	2.3k
 Italy	2.0k
 France	1.7k
 Germany	1.5k
 Great Britain & Northern Ireland	1.2k
 Canada	740
 Spain	611
 Kuwait	161
 Denmark	154

top 10 National Federations

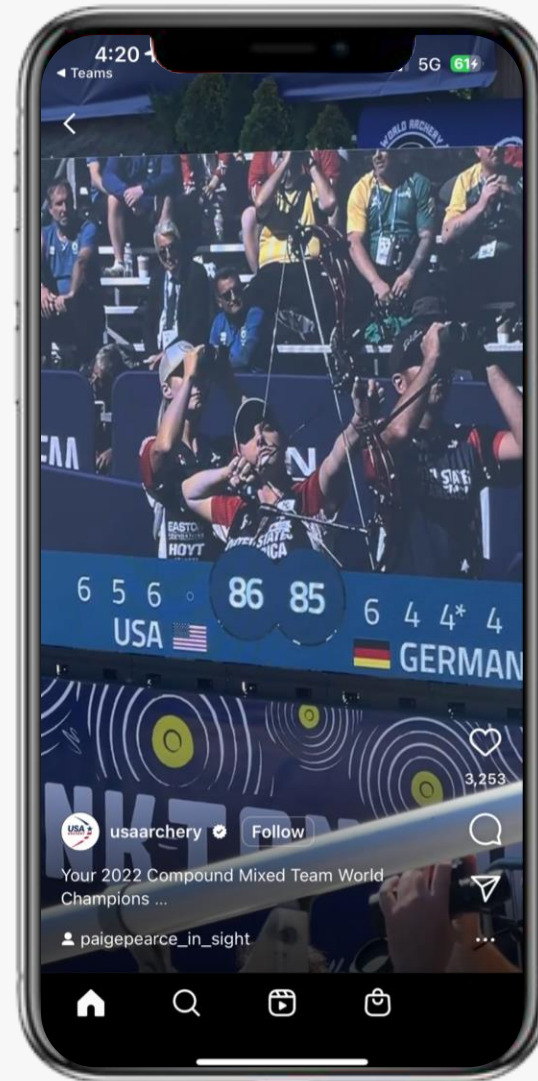
National Federation	engagements
 United States of America	197.7k
 France	150.1k
 Turkey	135.1k
 Germany	126.8k
 Italy	82.4k
 Iran	33.5k
 Chile	31.2k
 Great Britain & Northern Ireland	30.6k
 Colombia	23.1k
 Canada	17.0k

National Federation	video views
 United States of America	80.8k
 France	54.7k
 Iran	54.0k
 Italy	31.5k
 Turkey	17.0k
 Germany	16.1k
 Great Britain & Northern Ireland	11.3k
 Colombia	8.5k
 United Arab Emirates	7.7k
 Chile	5.7k

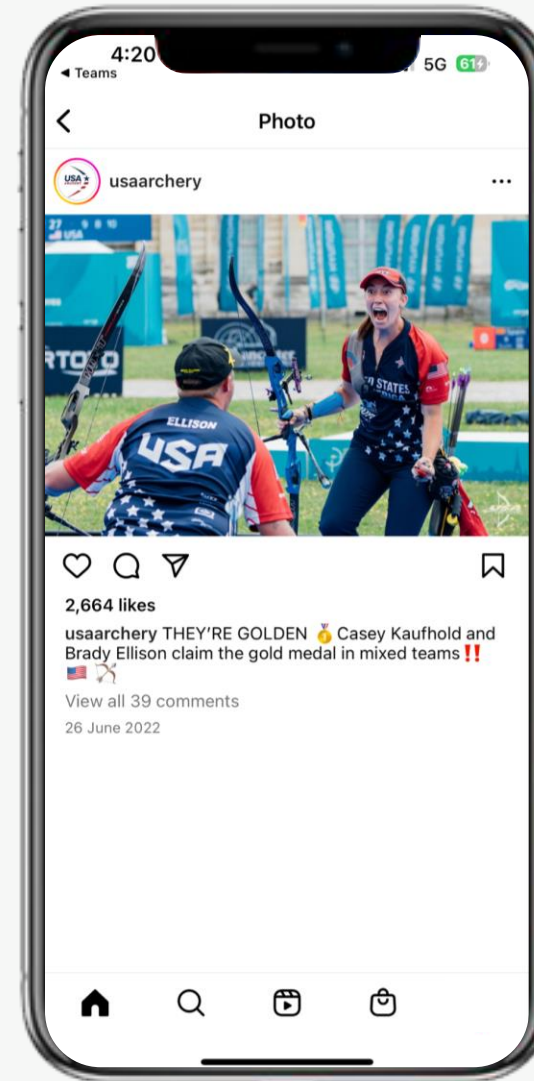
best performing posts (by engagements)



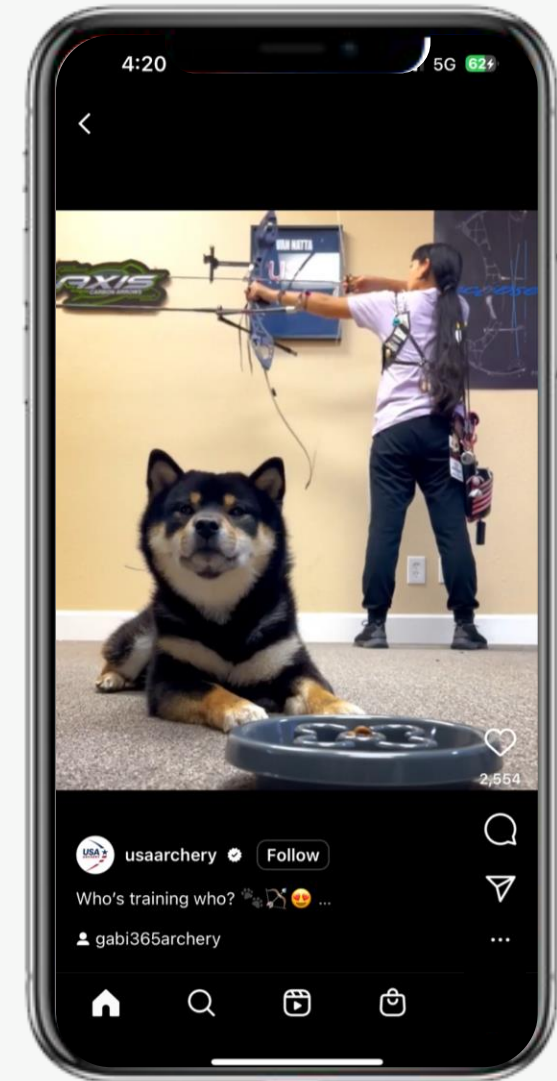
3.8k engagements
United States of America



3.3k engagements
United States of America



2.7k engagements
United States of America

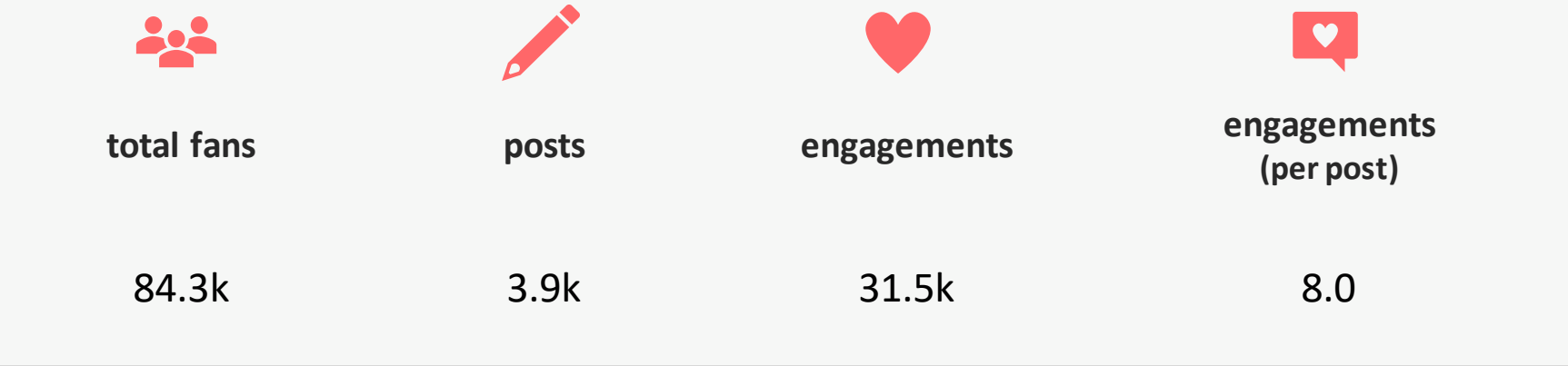


2.6k engagements
United States of America

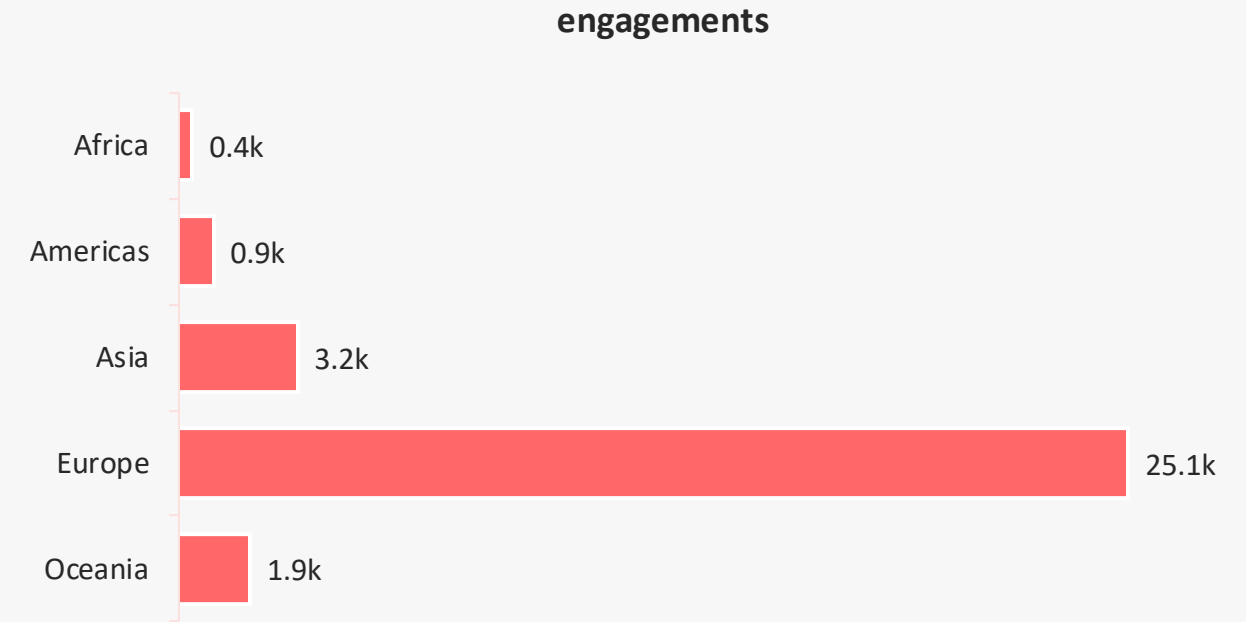
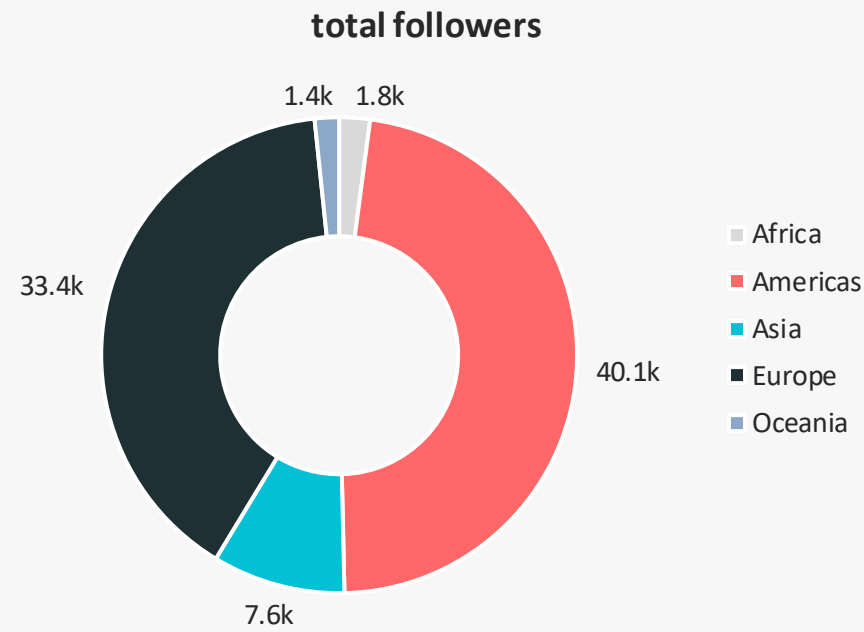
Twitter







topline numbers

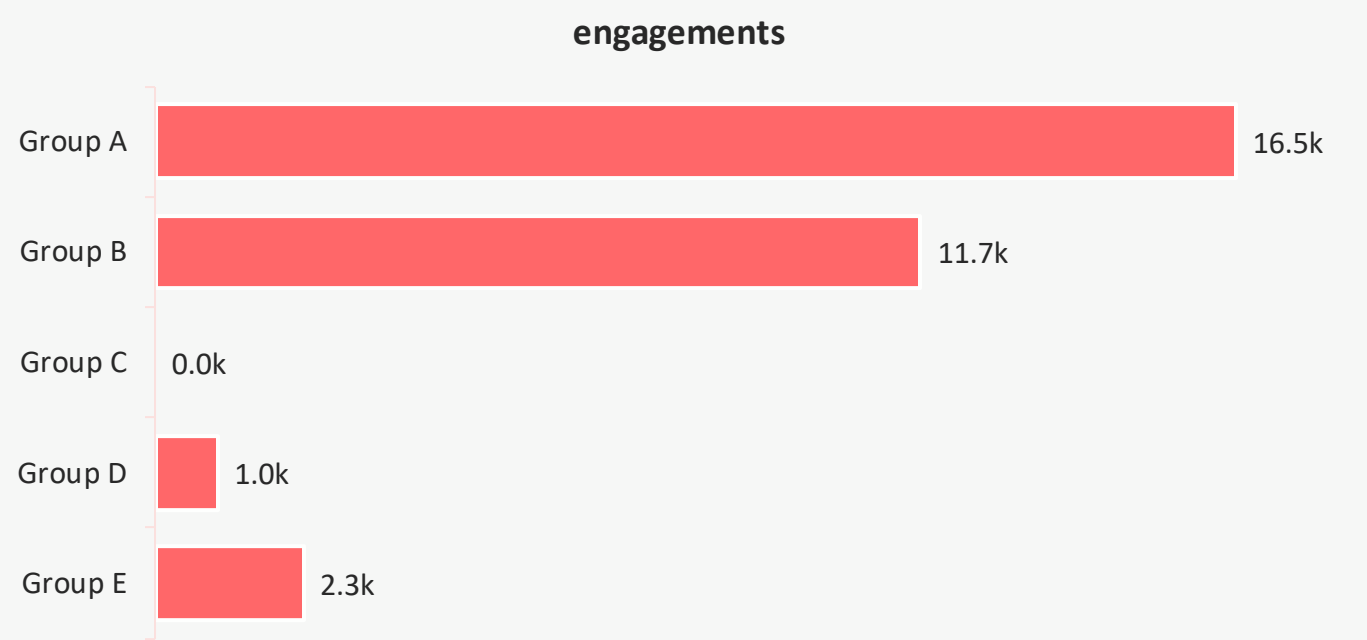
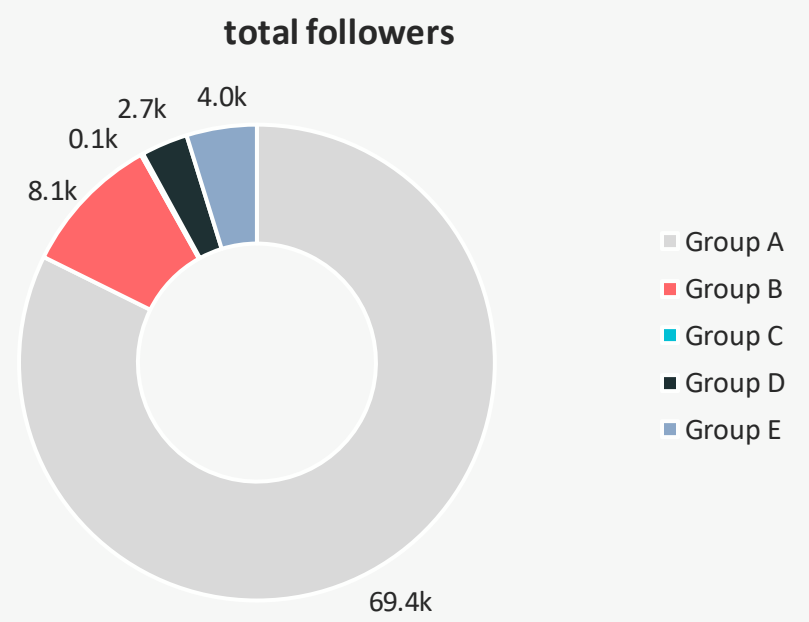






Continental Association breakdown













	 total fans	 posts	 engagements	 engagements (per post)
Africa	1,759	255	383	1.5
Americas	40,076	567	939	1.7
Asia	7,609	345	3,161	9.2
Europe	33,431	2,579	25,097	9.7
Oceania	1,393	174	1,911	11.0





athlete group breakdown













	 total fans	 posts	 engagements	 engagements (per post)
Group A	69,367	1,865	16,542	8.9
Group B	8,073	1,390	11,718	8.4
Group C	128	0	0	0.0
Group D	2,673	313	960	3.1
Group E	4,027	352	2,271	6.5





top 10 National Federations

National Federation	total followers
 United States of America	34.2k
 Great Britain & Northern Ireland	16.1k
 France	6.6k
 Turkey	5.2k
 Canada	3.2k
 Italy	3.1k
 Spain	2.4k
 Germany	2.3k
 Colombia	1.5k
 Australia	1.4k

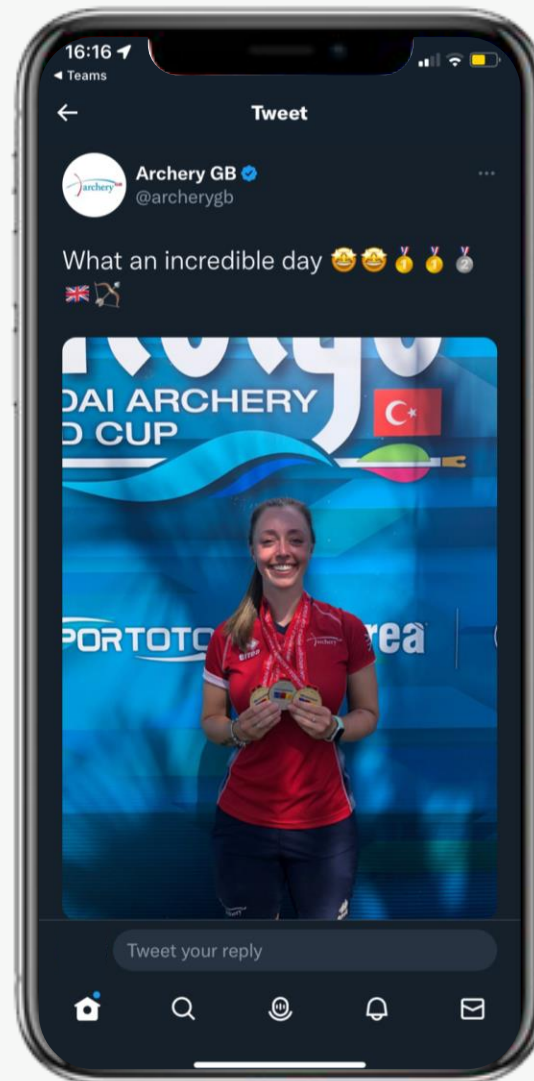
National Federation	posts
 Spain	866
 Italy	402
 France	397
 Great Britain & Northern Ireland	387
 Canada	353
 Turkey	345
 Germany	328
 Norway	199
 Australia	174
 Colombia	171

top 10 National Federations

National Federation		engagements
	Spain	10.8k
	France	7.2k
	Great Britain & Northern Ireland	3.2k
	Turkey	3.2k
	Germany	2.2k
	Australia	1.9k
	Norway	929
	Italy	754
	Canada	575
	Kenya	352

National Federation		engagements per post
	France	18.1
	Spain	12.5
	Australia	11.0
	Turkey	9.2
	Great Britain & Northern Ireland	8.4
	Germany	6.6
	Norway	4.7
	Kenya	2.5
	United States of America	2.3
	Colombia	2.0

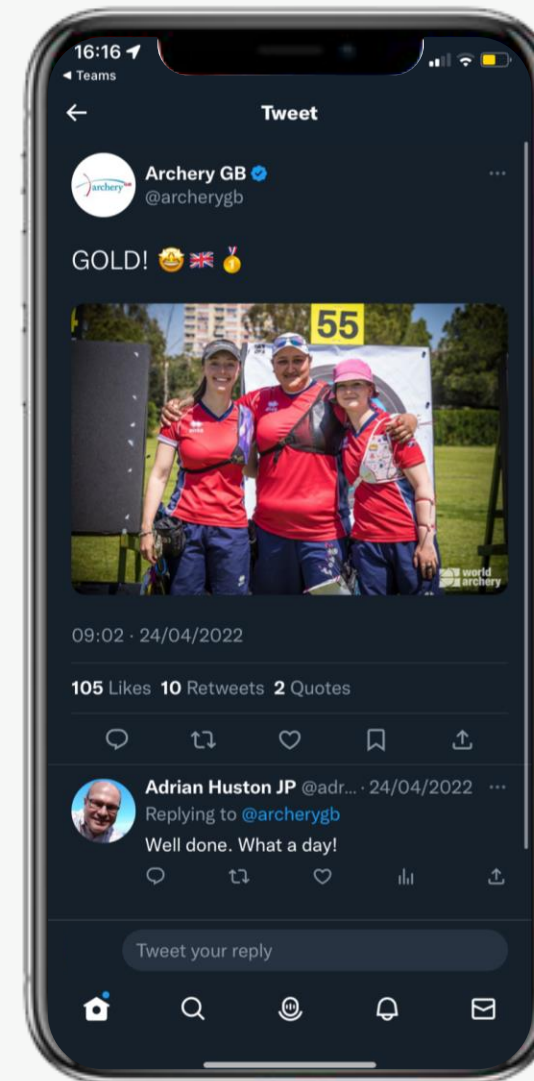
best performing posts (by engagements)



195
engagements
Great Britain & Northern
Ireland



123
engagements
Spain



118
engagements
Great Britain & Northern
Ireland








106
engagements
Colombia

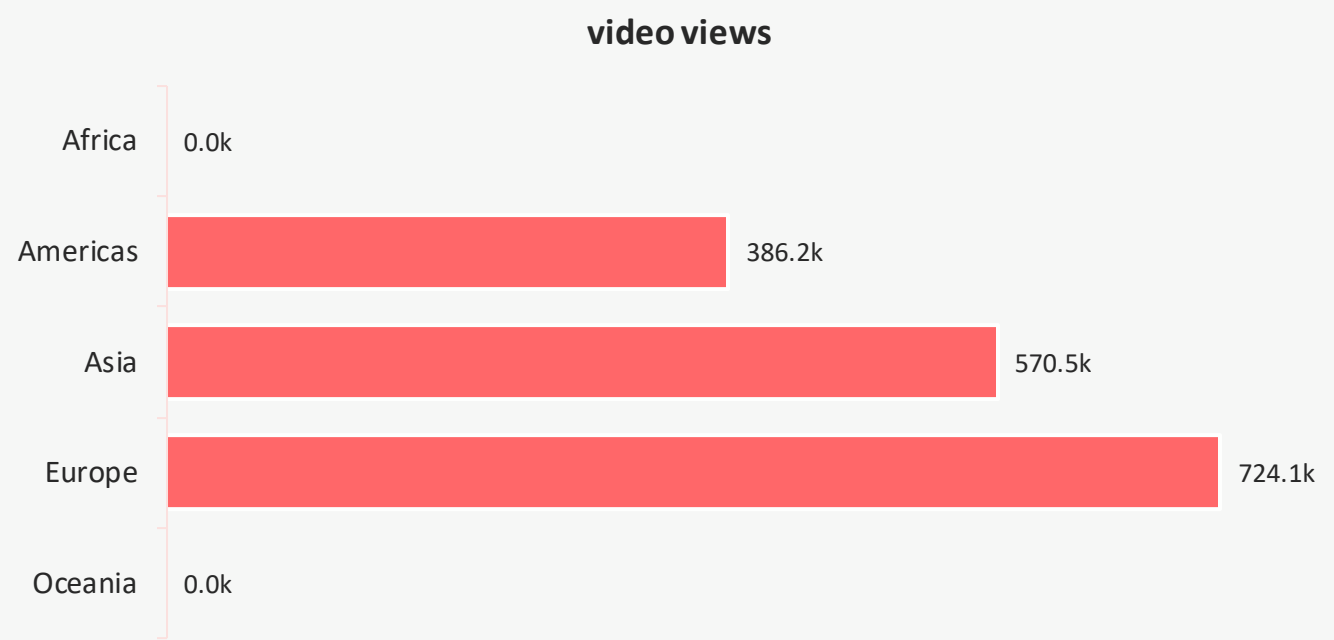
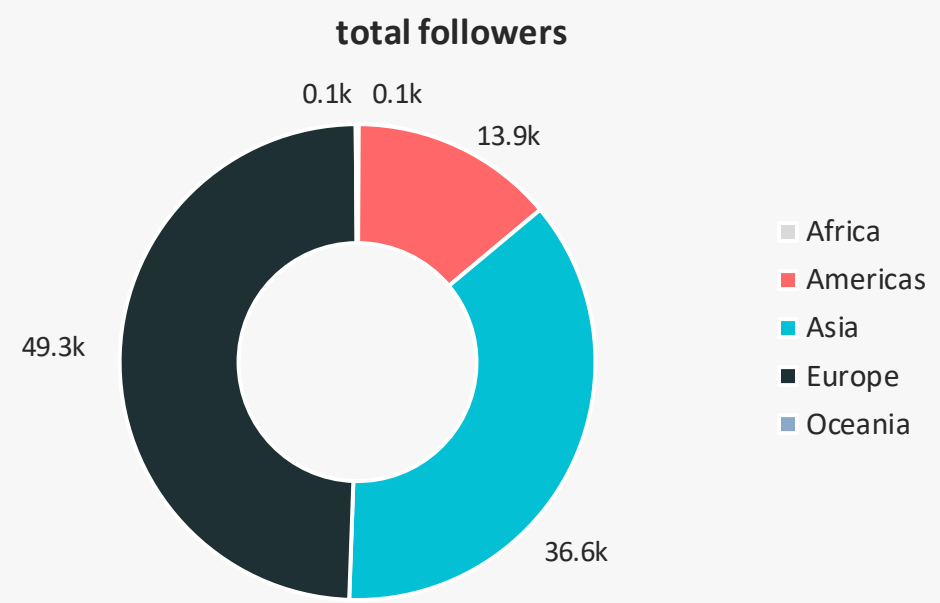







YouTube

topline numbers

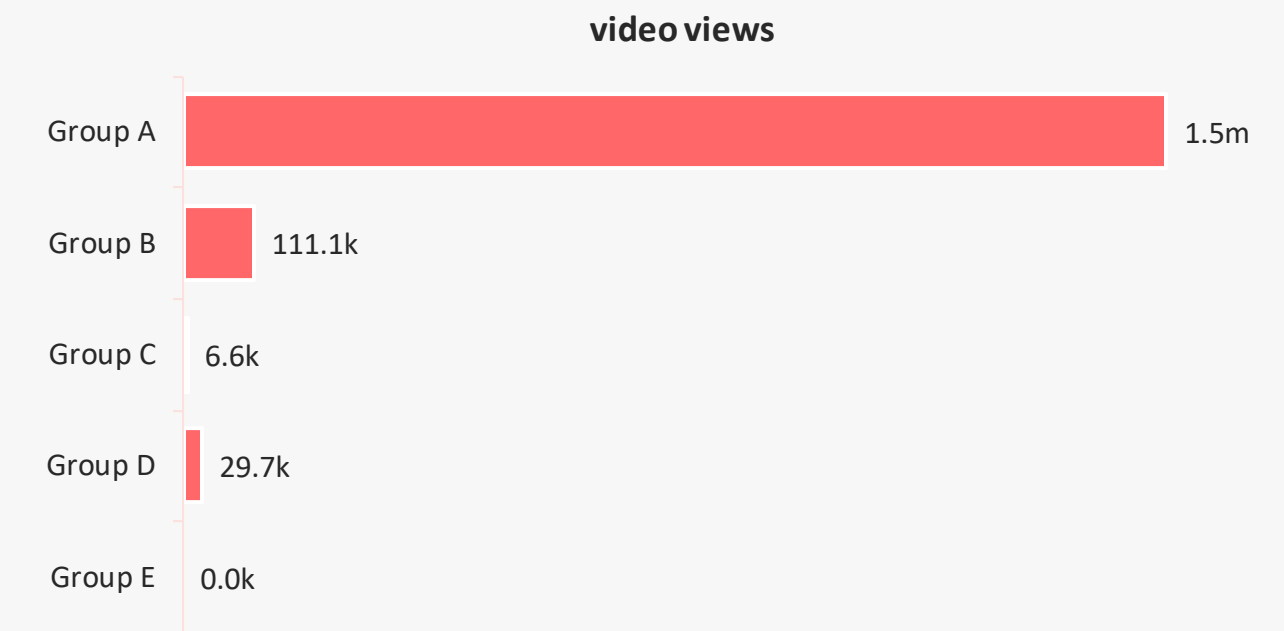
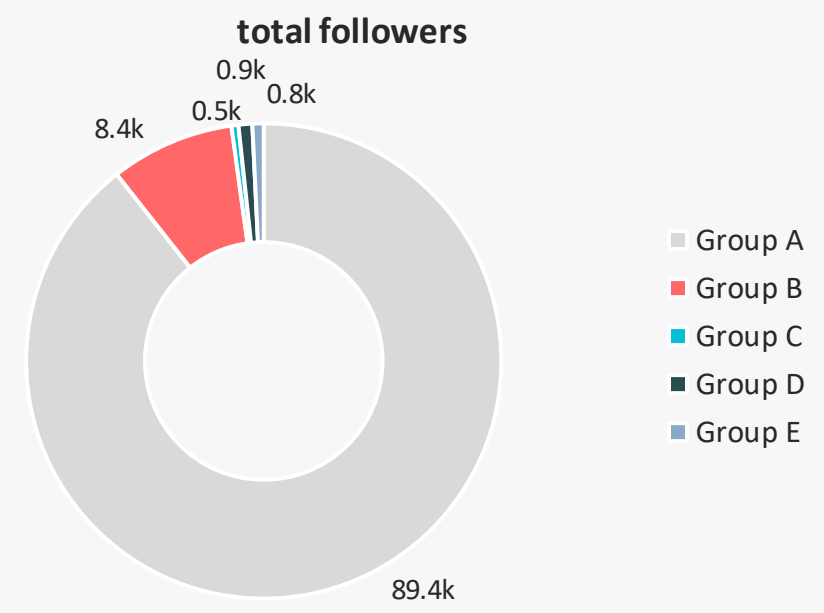
				
total fans	posts	video views	engagements	engagements (per post)
100.0k	670	1.7m	33.3k	49.7






Continental Association breakdown



	 total fans	 posts	 video views	 engagements	 engagements (per post)
Africa	80	0	0	0	0.0
Americas	13,858	30	386,220	3,555	118.5
Asia	36,629	202	570,536	18,631	92.2
Europe	49,326	438	724,076	11,129	25.4
Oceania	124	0	0	0	0.0

athlete group breakdown



	 total fans	 posts	 video views	 engagements	 engagements (per post)
Group A	89,393	486	1,533,414	31,362	64.5
Group B	8,447	89	111,083	1,390	15.6
Group C	473	7	6,640	93	0.0
Group D	936	88	29,695	470	5.3
Group E	768	0	0	0	0.0

top 10 National Federations











National Federation		total followers
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	South Korea	34.0k
	France	17.2k
	United States of America	13.4k
	Italy	10.6k
	Spain	8.3k
	Great Britain & Northern Ireland	5.9k
	Russian Federation	4.2k
	Turkey	2.5k
	Germany	1.4k
	Iceland	513

National Federation		posts
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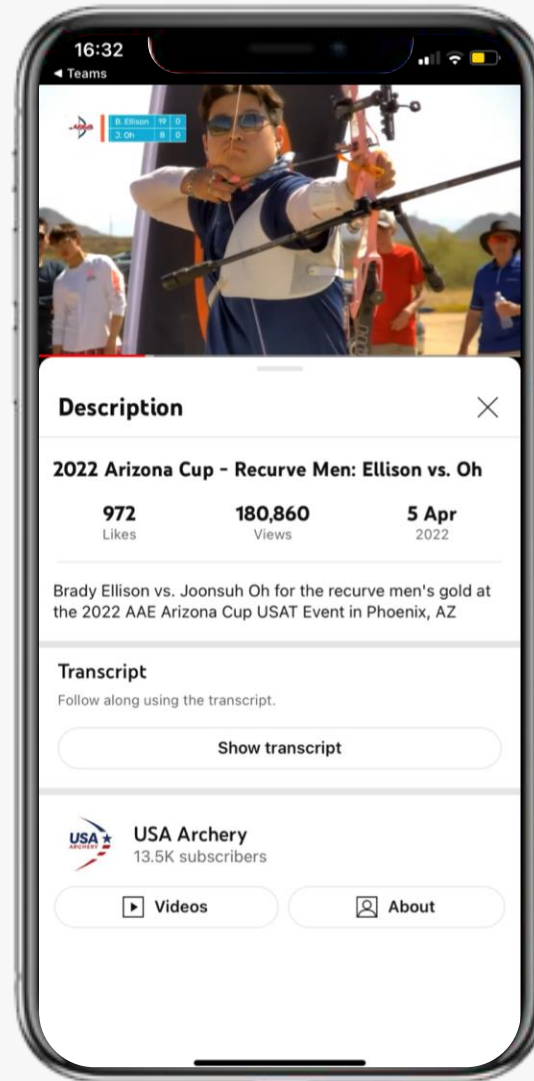
	South Korea	175
	Spain	89
	Iceland	87
	Italy	72
	Great Britain & Northern Ireland	67
	France	64
	Russian Federation	39
	United States of America	30
	Turkey	27
	Germany	10

top 10 National Federations

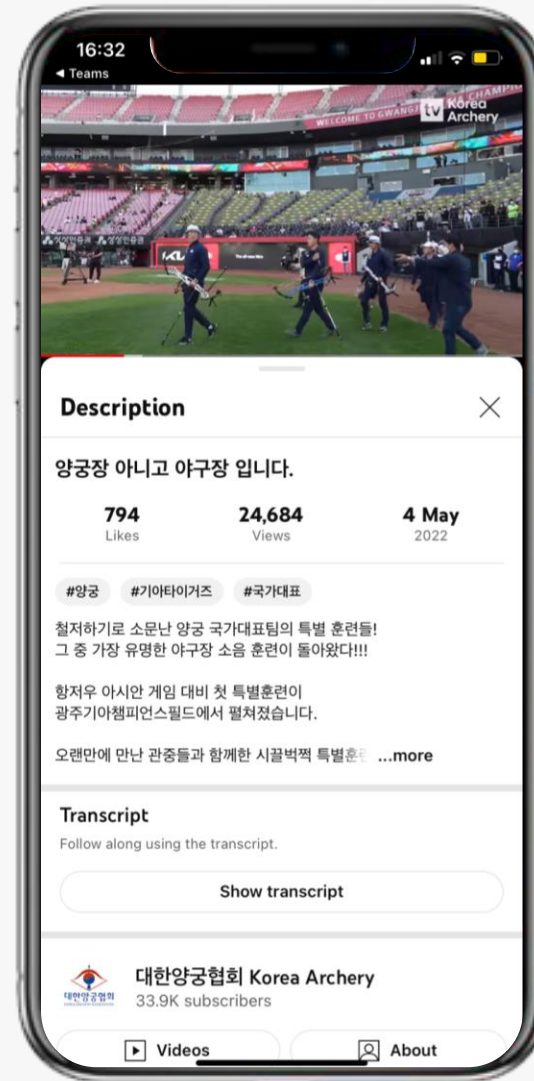
National Federation	engagements
 South Korea	18.4k
 Russian Federation	3.7k
 United States of America	3.5k
 Italy	2.2k
 France	2.0k
 Spain	1.4k
 Great Britain & Northern Ireland	1.1k
 Iceland	432
 Turkey	275
 Germany	169

National Federation	video views
 South Korea	553.9k
 United States of America	386.2k
 Russian Federation	179.7k
 Italy	168.9k
 France	146.1k
 Spain	111.1k
 Great Britain & Northern Ireland	70.3k
 Iceland	28.1k
 Turkey	16.7k
 Germany	11.2k

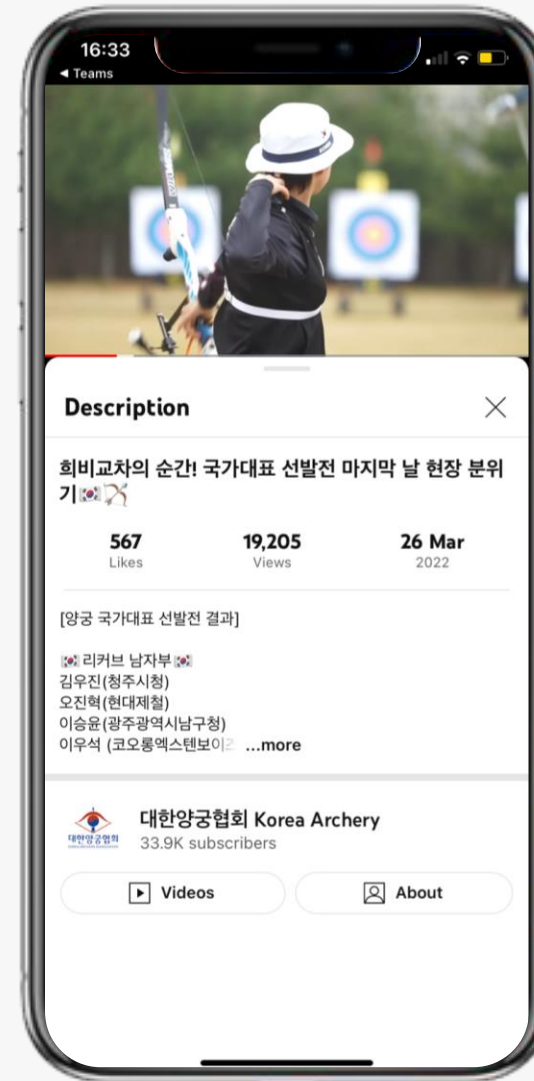
best performing posts (by video views)



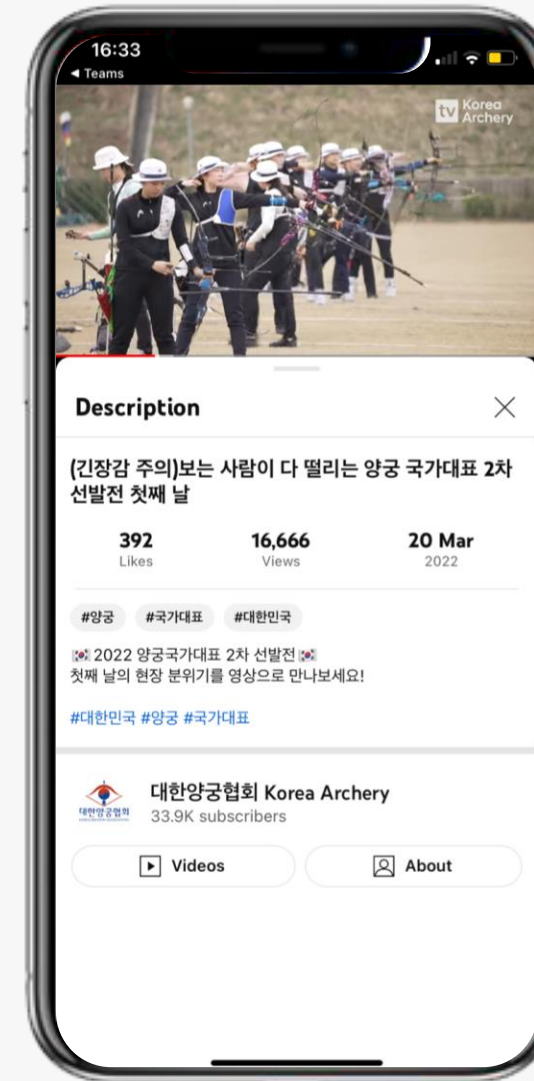
180.9k
video views
United States of America



24.7k
video views
South Korea



19.2k
video views
South Korea



16.7k
video views
South Korea

thank you

We're a global research, digital and creative agency that makes sport more relevant to more people.

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